



Focus India:
Doing Business in 21st Century “Bharat”
Tips in the Spirit of SlumDog Millionaire

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What's Current



- *Q1 2009 growth reported at 5.8%, higher than 5.0 expected*
- *Westinghouse signs MoU on 6-8 reactors*
- **President Obama nominates Tim Roemer**
 - Ambassador to India
- **Secretary of State Clinton proposes July trip**
- **Dr. SM Krishna (US educated) to be Foreign Minister**
- **Congress/UPA sweep general elections**

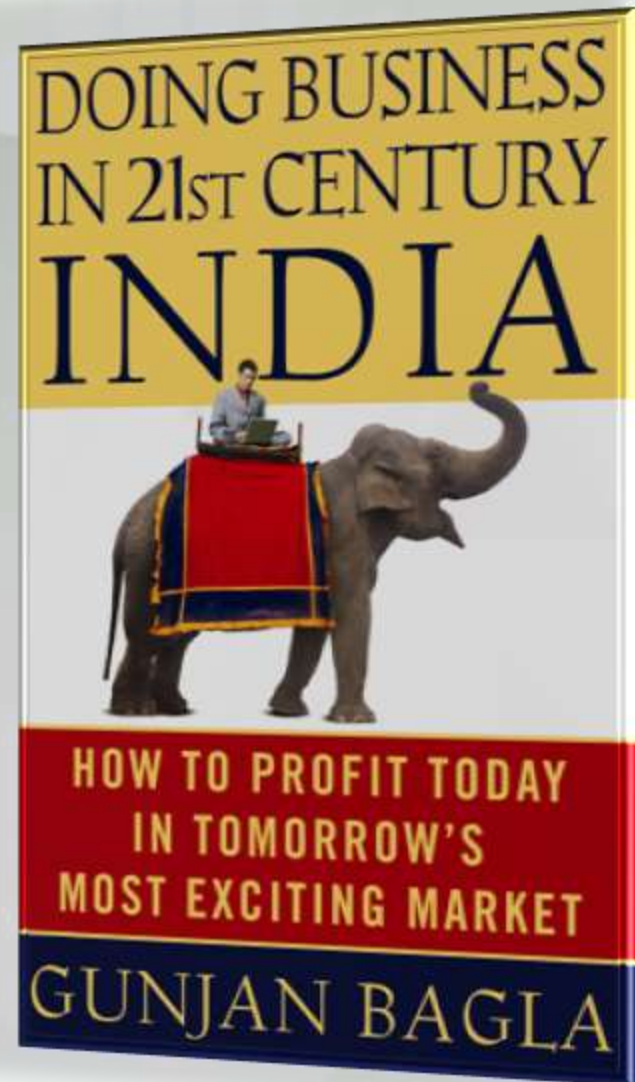


Growing Free Market Democracy

- **India's GDP exceeded \$1 trillion in 2007**
- **1.1 billion people**
- **Asia's oldest stock market, since 1875**
 - 10 Indian companies in Forbes Asia Feb 50/2008
- **700 million people make less than \$2 per day**
 - Half the world's mal-nutrified children live in India
- **But India has ~24 billionaires**

“The India Expert”

- **Management Consultant**
 - Clients include top American and European Companies
 - JnJ, Roll Intl, Kraft, Westinghouse, Woodward
 - Also selected emerging cos.
- **Author/Instructor**
 - Articles in *Business Week*, *Purchasing*, *Industry Week*, *CIO Magazine*, and more
 - Caltech’s “Doing Business in India” executive seminar





The Audience

- **Spent time in India on business since 2004?**
 - > 30 days
 - Not at all?
- **Selling to India**
 - Current/Future?
- **Sourcing from India**
 - Current/Future?
- **Funding from India**
 - Current/Future?



Question 7

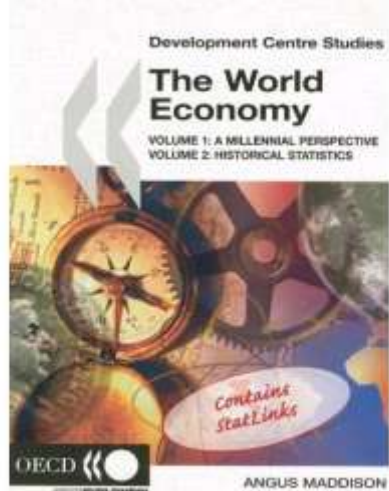
Which of the following is false?

- A. A 19th century New Englander made millions of dollars shipping pieces of frozen lakes to Calcutta & Bombay.
- B. In 1700, India controlled ~20% of the world's GDP.
- C. In 2004, Bobby Jindal became the first Indian-American elected to Congress.
- D. In the 1910's the United States passed the *Hindoo Exclusion Act*, which banned Indian immigration.

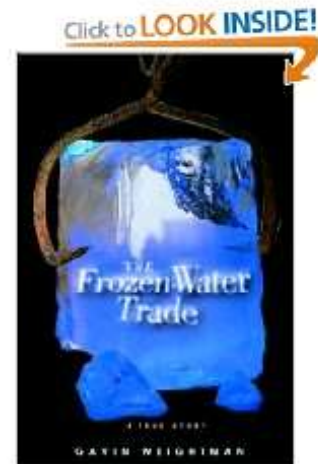
Sales Tip 7: History matters to India



- **Dalip Singh Saund**
House of Reps,
1958-1964
Imperial Valley



- **Selling to India is an ancient U.S. tradition**





Question 6

Which of the following is false?

- A. After 2,700 years two of the “ten lost tribes of Israel” were located in India.
- B. Residents of the slum featured in *Slumdog* make less money than the average Indian.
- C. A \$900 million green building in Mumbai called “Antilla” will soon be home to one family.
- D. India has more Muslims than Iraq, Iran and Syria put together.



- ***Mukesh Ambani's home, Altamount Road, Mumbai***
- ***Perkins+Will USA design***

- **The Bnei Menashe**
- **One of the lost tribes**



SalesTip #6: There are many Indias

- **More like Europe than a single country**
 - 23 languages, 30 states, extreme geography
- **Melting pot for 3,000 years, at least**
 - Tata Group: led by a Zoroastrian,
 - Ratan Tata
 - More Muslims than the entire Middle East
 - Apostle St. Thomas, buried in Chennai?
 - Turks, Mongols, Brits, now even some Americans
- **Fractional democracy**
 - Elections geared toward poor people
 - who vote in larger numbers than middle class
 - 41 million new voters, more than CA+UT+Nv!!



Question 5

Which of the following is false?

- A. Caltech's JPL chose *Chandrayaan*, India's lunar probe, to send an instrument to detect water on the moon
- B. An Indian company plans to launch a diesel SUV in the United States
- C. HBS did a case study about illiterate Mumbaikars running a supply chain co-op at 6 Sigma service levels
- D. The next gen Apple i-phone is being designed by India's *National Institute of Design*

Tip #5: India innovates





**Dabbawallahs
of Mumbai:
delivering
150,000 hot
lunches by
train, bike
and
pushcart**





Question 4

Which of the following is false?

- A. The company that makes Queen Elizabeth's favorite car is now owned by Indians.**
- B. India's Essar Steel plans to build a \$1.6 billion iron mining and processing facility in Minnesota's Mesabi range.**
- C. India's Reliance Industries plans a \$215 million upgrade to its North Carolina acquisition**
- D. 2007 American Idol contestant Sanjaya Malakar, now runs a music technology startup**

Tip #4: India invests in the USA



- The Queen in her Land Rover, now owned by Tata Motors
- \$1.6 billion integrated iron ore and steel plant, funded by Indian money, above
- Spielberg, Snider, Geffen and the billion dollar *Dreamworks* buyout plan



Question 3

Which of the following is false?

- A. India's largest bank experienced a substantial rise in deposits in December 2008
- B. India plans to be a donor not a recipient of IMF money in the coming years
- C. Starbucks India trounced Café Coffee Day in just three months
- D. In a year where Indians bought more cellphones than anyone else, the *Apple iPhone* flopped in India





Tip#3: India growth is internally driven

- **Exports account for only ~20% of India's economy**
 - Much of small business in India runs on “cash”
 - Only 1 of 14 Indians works on a salaried job
 - India is still experiencing the benefits of the liberalization of 1991
 - Financed purchases are suffering
 - Cars, Houses
 - But widespread consumer credit is less than 20 years old in India and only affects a small percentage of the economy
 - Government spending is also strong



Question 2

Which of the following is false?

- A. Boeing recently won a \$12 billion order from *Air India*.
- B. Selling condoms in India is illegal.
- C. Bechtel had 3500 engineers working on an India E&C project until 2008.
- D. PepsiCo's Tropicana OJ overtook the homegrown market leader, even though Indians didn't drink sour liquids at breakfast.





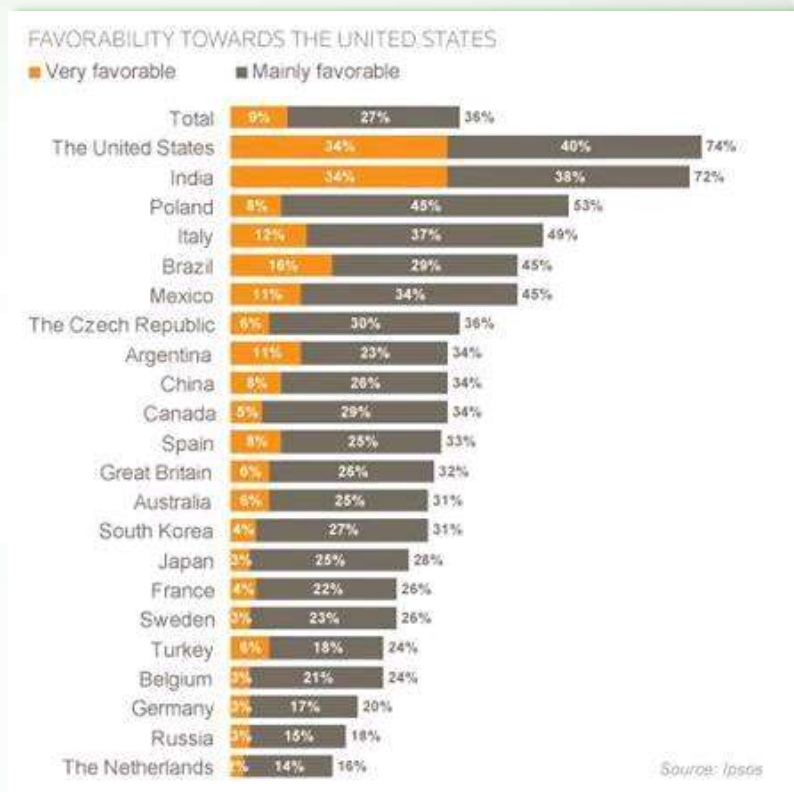
Question 1

Which of the following is false?

- A. India is short for “**I**’ll **N**ever **D**o **I**t **A**gain”
- B. An American ambassador affectionately called India “a functioning anarchy”
- C. Virtually every former US Ambassador to India, now claims to be an India expert
- D. More Indians like the United States than people from any other foreign country

Tip#1: India is confusing

- **But worth every cent in frustration**
 - Boeing, IBM, GE, etc are making billions from India
 - So are many small companies
 - And individuals
 - Pilots
 - Trainers





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